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IN THE CLAIMS:

Please cancel claims 2, 4, 5, 7, and 12-14 without prejudice or disclaimer; amend claims 1, 3, 6, 8, and 11 as follows; and add claims 15-22 as indicated below:

1. (Currently amended) A method of billing for access to individual a content items on a page downloadable item, comprising:

serving a page, without said content item, from a server to a user client entity, in which at least one content item on the served page is user-selectable including an interface component enabling a user to select the content item for download access;

in response to use of the interface component in the served page to select said content item, serving the content item from the server to the client entity by either:

the item, following its selection, being downloaded serving the page again with the content item incorporated for display, or

for incorporation, into serving the associated content item for display by the client entity in the previously served page and otherwise being absent from at a location defined in the downloaded previously served page; and

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~~the server~~ generating an ~~item-dependent~~ a billing event at the ~~time of at least the first downloading of~~ server in correspondence to serving the content item.

2. (Cancelled)

3. (Currently amended) A method according to claim 2 1, wherein the ~~originally-downloaded page, as served without the content item,~~ includes[[,]] a ~~respective~~ place holder for the ~~or each said at least one~~ content item, the place holder including an item descriptor and an access price indication.

4. (Cancelled)

5. (Cancelled)

6. (Currently amended) A method according to claim 1, wherein a billing event is only generated the first time the item is ~~downloaded~~ served during a user session with the server.

7. (Cancelled)

8. (Currently amended) A method according to claim 1, ~~wherein~~ further including maintaining a record ~~is maintained~~ of whether a user has previously ~~downloaded a~~ been served said content item and ~~wherein this checking said record is checked~~ so that the user is only billed once for ~~each~~ that item independently of the number of

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~~downloads~~ times the item is served, ~~this said~~ checking either being ~~done~~ performed either:

[[~~-~~]] prior to ~~generation of~~ generating said billing event, with the event not being generated if the item has been previously ~~downloaded~~ served, or

[[~~-~~]] subsequent to ~~the generation of~~ generating the billing event, with the event being cancelled if the item has been previously ~~downloaded~~ served.

9. (Original) A method according claim 1, wherein the page is a web page and the server is an HTTP web server.

10. (Original) A method according to claim 1, wherein the page is a WAP deck.

11. (Currently amended) A server system arranged to bill for access to ~~an individual~~ a content item ~~on~~ associated with a page downloadable from the server system to a user client entity, the server system comprising:

[[~~-~~]] a content server responsive to a request for serving a ~~user requested~~ the page in which a ~~from the client entity to serve~~ the page to the client entity without the content item, on the ~~served~~ page is user-selectable including an interface component enabling the user to select the content item for download access;

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[[ - ]] a selection detection means arrangement for determining selection by the user of the user-selectable item of the user-requested page; and

~~— control means responsive to the selection detection means detecting selection said user-selectable of said content item by use of the interface component in the served page, to cause that item to be downloaded served by the content server incorporated, or for incorporation, into the associated page, to the client entity by either:~~

serving the page again with the content item incorporated for display, or

serving the content item for display by the client entity in the previously served page at a location identified in the latter; and

[[ - ]] a billing means arrangement for generating an item-dependent billing event at the time of at least the first downloading serving of the user-selectable content item to said client entity.

12-14. (Cancelled)

15. (New) A method of billing for access to a content item associated with a page intended to be served from a server to a client entity, the method comprising:

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storing a corresponding selection indicator in the event of selection of said content item by a user associated with said client entity;

receiving at the server a request for said page from said client entity and thereupon checking for any stored selection indicator indicating that the user associated with said client entity has selected the content item;

where the checking the database indicates that said user has selected the content item, serving the requested page with the content item incorporated for display in the page, the page otherwise being served without the content item also be served; and

generating a billing event at the server in correspondence to serving the content item.

16. (New) A method according to claim 15, wherein the selection indicator is stored only for a current user session with the server, the selection indicator being stored in a server session variable for the user.

17. (New) A method according to claim 15, wherein the selection indicator is stored in a database with persistence beyond a current user session with the server.

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18. (New) A method according to claim 15, wherein a billing event is only generated the first time the item is downloaded during a user session with the server.

19. (New) A method according to claim 15, further including maintaining a record of whether said user has previously been served said content item, said record being checked so that the user is only billed once for that item independently of the number of times the item is served, said checking being performed either:

prior to generating said billing event, with the event not being generated if the item has been previously served; or

subsequent to generating the billing event, with the event being cancelled if the item has been previously served.

20. (New) A method according claim 15, wherein the page is a web page, and the server is an HTTP web server.

21. (New) A method according to claim 15, wherein the page is a WAP deck.

22. (New) A server system arranged to bill for access to a content item associated with a page downloadable from the server system to a user client entity, the server system comprising:

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a memory for storing a selection indicator indicative of selection of said content item by a user associated with the client entity;

a content server responsive to a request for the page from the client entity to check said memory for any selection indicator indicating that the user associated with said client entity has selected the content item, the content server being arranged, upon the check of the memory indicating that said user has selected the content item, to serve the requested page with the content item incorporated for display in the page, and otherwise to serve the page without the content item also being served; and

a billing arrangement for generating an item-dependent billing event at the time of at least the first serving of the content item to said client entity.

23. (New) A processor arrangement arranged to bill for access to a content item associated with a page downloadable from the processor arrangement to a user client entity, the processor arrangement being arranged for:

(a) storing a selection indicator indicative of selection of said content item by a user associated with the client entity;

(b) checking a plurality of stored selection indicators indicative of selections of content items by users associated with the client entity for any selection indicator indicating that the

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user associated with said client entity has selected the content item, the checking being arranged to be responsive to a request for the page from the client entity;

(c) serving the requested page with the content item incorporated for display in the page in response to the check of stored selection indicators indicating that said user has selected the content item;

(d) serving the page without the content item also being served in response to the check of the memory indicating that said user has selected the content item; and

(e) generating an item-dependent billing event at the time of at least the first serving of the content item to said client entity.

24. (New) A processor arrangement for performing the method of claim 1.